



1200 Fine Nainsook Envelope Chemises
Save One-third at **\$1.25**

Such a collection of beautiful Lingerie as we know cannot be surpassed at the Anniversary Sale price. A score of styles from which to choose—with regulation armholes or shoulder straps. All are daintily and neatly fashioned of soft white nainsook, trimmed in the loveliest designs with lace and embroidery, some with just a fine edging, others with elaborate decoration. The average saving is one-third, at \$1.25.



1200 Night Gowns of White Nainsook
In the Sale Under Price **\$1.95**

In fact, the regular price of many models would be more than double. But this is a remarkable under-price group purchased especially for the Anniversary Sale. A wide variety of styles, with square, round or surplice neck, of white nainsook. All are beautifully trimmed in varying degrees of elaboration, with lace and embroidery. All are away out of the ordinary at \$1.95.



Lingerie Trimmed With Real Lace, About Half Price
Philippine Lingerie
One-Third Under Price

The fine, hand-made, hand-embroidered kind of unusual distinction of which a woman never has enough. Styles are seemingly limitless, every one of them beautiful, whether simple or elaborate.

Night Gowns and Envelope Chemises
\$1.85, \$1.95, \$2.65, \$3.65, \$3.85
Bodices—\$1.35 to \$9.00
Night Gowns—\$2.85 to \$12.75
Envelope Chemises—\$3.00 to \$13.00
Petticoats—\$3.50 to \$18.00
Step-in Drawers—\$1.95 to \$6.95

Desirable Hand Bags and Leather Goods

A Feature of the Anniversary Sale that might be called a Brides' Event, A Graduates' Event or The Vacationists' Event, there are so many things in it for all of them, and all at remarkable low prices:

- NEARLY THREE THOUSAND SILK, BEAD AND LEATHER BAGS GREATLY REDUCED
- Blue, Brown and Black Moire Bags—\$2.45**
Flat style, Pouch Bags and Envelopes; nicely lined and fitted.
- Silk Bags, Many Less Than Half Price—\$4.65**
A close-out lot from one of the best manufacturers in New York. Scroll brocades, striped moire, and a few of faille, chiefly with metal frames. Black and navy blue.
- Handsome Leather Bags—now \$2.95**
Some of these are less than half price. Pin-seal and shark-grain, lined with moire; many in envelope style. Brown and black in the lot.
- Various Fine Leather Hand Bags—now \$3.65**
Morocco, pin-seal, vachette, cobra-grain and shark-grain, chiefly in black and brown. A number of Bags of very generous size in lot.
- Beaded Bags, Some Half Price, at \$7.45**
Draw-string Bags in rich dark colorings; beaded fringe.
- Finer Beaded Bags Greatly Reduced—\$15.95**
Frames in shell effect; beaded handle and fringe; beautiful shapes and coloring.
- Men's Fitted Cowhide Dressing Cases—\$4.95**
Cobra-grain, leather-lined, six fittings and place for razor.
- Men's Fitted Cowhide Dressing Cases—\$6.95**
Cobra-grain, leather-lined, ten fittings and place for razor.
- Fitted Cowhide Over-night Bags—\$13.50**
Of black cobra-grain cowhide, lined with moire; five fittings in amber effect. Well made, strong lock and catches.
- Black Cowhide Over-night Bags—\$4.50**
Cobra-grain, nickel or gilt trimmings, moire lining.
- Three-pocket Cowhide Brief Cases—\$3.95**
Extension lock; straps all around; black, brown and mahogany.
- Gold-mounted Wallets and Hip Books, \$5.50**
Leather Belts, many smart styles, 45c, 55c, 75c
- Brown and Black Cowhide Boston Bags, \$3.95**

STRAWBRIDGE & CLOTHIER
Anniversary Sale

Announcement for To-morrow—Thursday



Reflections

It has been well said that the life of either man or institution reflects its associations.

That is one of the things that makes so pleasant the reflections which naturally come in these Anniversary days.

Its associations with Philadelphia people has meant much to this Store. The character of these associations has helped make possible this Strawbridge & Clothier symbol—the Seal of Confidence.

New merchandise is going into this great Anniversary Celebration every day. These few items listed on this page are but indicative of the scope of this event. Every section shares—every section has values worthy of Sale action.



Elene
MODES

Introducing into our exclusive line of Millinery *Elene Modes*—the latest summer fancies in Dress Hats, of crepe Georgette, satin, taffeta, the new froisse, and transparent hair Hats, many having a touch of velvet, which is particularly elegant when contrasted with summer's light frocks. Prices \$18.50 to \$32.50.

DIAMOND JEWELRY

About 20 to 25 per Cent. Less Than Regular INCLUDING
Rings, \$35.00 to \$1400
Men's Rings, \$120 to \$375
Bar Pins, \$26.50 to \$1000
Scarf Pins, \$30.00 to \$410
Bracelets, \$55.00 to \$2100

Boys' Serge Suits Extra Trousers \$9.75

Very close to half price for these practical, neat looking, all-wool serge Suits. In 4-pocket style, with yoke and inverted plait back. Sizes 8 to 16 years. In the sale—\$9.75. **KNICKERBOCKERS OF WHITE DUCK**—a special value for boys 7 to 17 years of age—\$1.25. **PALM BEACH KNICKERBOCKERS** at a great saving—\$2.25.



Sewing Machines in Sale—Complete \$22.50

Just received 150 of these Machines, all new and all perfect. Antique-finish oak case, with 5 drawers. Drop-head model, soundly constructed and complete with full set of attachments, fully guaranteed—\$22.50.

The Strawbridge & Clothier

Basement Store Opens To-morrow!

The event for which all Philadelphia shoppers have waited!

It has always been the policy of this Store to sell no merchandise that could not measure up to the high dependable standards of quality signified by our Seal of Confidence. Therefore, every customer of the new lower-price section will buy with the utmost assurance of reliable quality and satisfactory service.

We have found the best sources of supply, and we can mark this trustworthy merchandise at remarkably low prices. We have gladly acceded to public demand and present our—

"Seal of Confidence Basement Store!"

Safe Toilet Goods at Anniversary Savings

Just a partial list of the many wanted Toilet Preparations now marked at Anniversary savings:

- Toilet Soaps**
Floating Castle Soap—35c
Jergens' Bath Soap—7c a cake, or 75c a dozen
Oxford Glycerine Soap (violet or rose), large cakes—7c a cake, or 75c a dozen
S. & C. Perokide Bath Soap—7c a cake, or 75c a dozen
Omnibus Soap—\$1.25 a dozen
- Toilet Powders**
Garwood Talcum Powder—15c
Orange Blossom Talcum—17c
Johnson & Johnson's Baby Talcum—15c
Dier Kiss Talcum Powder—15c
Palmolive Egyptian Talcum—15c
Mennen's Talcum Powder, various colors—18c
- Perfumes, Lotions, Toilet Waters**
Garwood's Extracts—25c and 50c
Tokaloties—various French Perfumes—25c
Piver's Extracts—\$1.35
Garwood's Toilet Water—25c
Cuban Violet or White Lilac—45c and 60c
Bay Rum—15c
S. & C. Violet Witch Hazel—35c
S. & C. Violet Ammonia—17c
Palmolive Shampoos—50c
Piver's Face Powders—45c
Vivaudou Poudre Crème or Mavis Powder with Mial D'oreille, less than half—45c
- Toilet Soaps**
Woodbury Facial Soap—17c
Societe Hygienique Soap, 3 cakes for 50c
Palmolive Soap, 15 cakes for \$1.00
S. & C. Edoon Hardwater Soap—55c a dozen
Resinol Soap—18c a cake
Cuticura Soap—17c a cake
Pears' Unscented Soap—12c
- Tooth Pastes**
Pepsodent Tooth Paste—32c
Pebeco Tooth Paste—20c
Kolyon Tooth Paste—18c
Porhan's Tooth Paste—35c
Listerine—25c a bottle
Kai-Phero Tooth Paste—15c
Lyons Tooth Powder—18c
Calox Tooth Powder—18c
- Rubber Goods, Brushes**
Nail Brushes—12c
Hair Brushes—25c, \$1.25 and \$2.50
Tooth Brushes—15c
Epsom Salts (4-lb. cans)—50c
Large Bar of Sea Salt—14c
Red Rubber Bath Sprays—50c
Bath Brushes—35c and 50c
Household Rubber Gloves—50c
Rubberized Household Aprons—35c
Strawbridge & Clothier—Aisle 9 and 10 Centre, and Fifth Street, Cross Aisle



S. & C. Special and Other Good Corsets
Save One-third to One-half **95c**

A Corset for every type of figure in this group. Low-bust and elastic-top models of pink or white coutil, some of brocade. One model sketched in the centre.

3000 Fine Corsets, \$1.50
Save One-third to One-half

Corsets for all types of figures. Such well-known makes as S. & C. Special, W. B. and Royal Worcester included. Chiefly Corsets with low bust and long hips; sizes 20 to 36. One model sketched at right.

600 Pink Brocade Corsettes, as Sketched, Special, \$1.50

Strawbridge & Clothier—Third Floor, Market Street, West



A Wonderful Lot of Fine Corsets
Less than **Half Price \$3.95**

Two Models in Redfern Corsets
The one sketched in the centre for women of larger figure, and a model, not illustrated, for slender or average figures. All of fine pink brocade, with semi-elastic top and long hips. Rare value at \$3.95.

Handsome Corsets—Samples
Of silk brocade, some Girdles of heavy silk elastic-and-brocade, and others of beautiful plain fabrics in white, pink or orchid. Corset values unsurpassed at \$3.95.

Warner Rust-proof Corsets, Exceptional Value—\$2.00

Strawbridge & Clothier—Third Floor, Market St., West



1800 Dress Aprons One-third Under Price
Of Gingham and Percale, **85c**

Never was there such a collection of Dress Aprons at this price. Practical, of course, and—more than that—each with a distinctive note in trimming. Models of percale, striped, checked, dotted and figured, and of checked gingham, belted or sashed. Most women will buy several when they see these remarkable Aprons at 85c.

300 Extra-size Gingham Dress Aprons—\$1.10

Neat and attractive in their pretty colorings, with sash, pocket and rick-rack braid trimming.

Note These Sale Prices for Axminster Rugs

They are Fully One-third Less Than Retail Values

One of the best-known Rug manufacturers in America let us have these Rugs at a great price-concession because of minor imperfections (chiefly in the matching). There are patterns and sizes for every room in the house—the imperfections in no wise affect wearing quality—and the prices are notably low. Instances—

- Heavy Axminster Rugs, 9x12 feet—\$24.00**
27x34 inches—\$3.25 7.6x9 feet—\$21.75
36x63 inches—\$4.75 9x9—\$21.75 and \$24.75
4.6x6.6 feet—\$10.75 9x10.6 feet—\$24.75
6.9x9—\$18.75 and \$21.75 9x15—\$33.75 and \$42.50

Crex de Luxe Rugs Less Than Half Price

Odd sizes—but standard in grade, and marked at less than one-half their retail value:
Rugs, 8x3.6 and 8x4—\$2.50 Rugs, 8x2.6 and 8x3—\$1.50

Strawbridge & Clothier—Floor 4 1/2, Filbert Street

1200 Petticoats of White Satine, Unusual at 85c

For practical wear there's nothing like them—sturdy, neat and easily laundered. One model, lined to the hips, is a favorite straight style. Another, with tailored flounce, is double paneled, back and front—85c.

Strawbridge & Clothier—Second Floor, West



A New and Outstanding Feature—Hart, Schaffner & Marx Spring Suits \$33.50

Ten to More Than Twenty Dollars Less Than the Regular Prices

Where, but in this Anniversary Sale, could a man expect to buy fine, new Hart, Schaffner & Marx Suits, of unfinished and smooth worsteds (many in the smart SHEPHERD CHECK pattern the best-dressed men are now wearing) at the remarkably low price of \$33.50? All are in handsome new styles, faultlessly tailored. A wide range of regular and stout sizes to begin with—but men must not expect the collection to last long at this price—\$33.50.

Strawbridge & Clothier—Second Floor, West



Infants' Wear in the Sale

Seasonable merchandise, all specially purchased. Save on these, to-morrow:
Infants' Long Cambric and Nainsook Slips—38c & 50c
The following in Sizes 6 months to 2 years—
Yoke or Bishop Dresses of Nainsook—75c
Nainsook Dresses—\$1.45
Hand-made Nainsook Dresses, Bishop style—\$1.65
Silk-and-Wool Bands, up to 2-year size—50c
300 Fine Cotton Blankets, pink or blue—50c each; 95c a pair
Flannellette Diapers, 27x27 inches—\$1.45 a dozen.

Strawbridge & Clothier—Third Floor, West

Women's Coats and Capes

MARVELOUS VALUES AT \$10.75 and \$12.75

A miscellaneous lot, Capes in a good full model, and short coats, some of the latter plaid-back materials, others lined, at \$10.75. Also another lot of Overplaid Top Coats in smart light colorings, in a good plain-tailored, belted—all-around style and lined throughout—\$12.75.

Strawbridge & Clothier—Second Floor, Centre

A Special Purchase of Nurses' Uniform Cloth, now 38c

Only five hundred yards of this plain, round-thread, even-weave, sturdy cloth that tailors so beautifully and launders so satisfactorily, that thousands of nurses buy it eagerly at the regular price. Also much used for women's and children's frocks and skirts.

Strawbridge & Clothier—Third Floor, West